



Fall 2004

Women in Progress Update

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New Global Mamas Store Opens in Cape Coast

In September, *Women in Progress* opened a new Global Mamas store on busy Kingsway Street in Cape Coast. The new location provides a tremendous opportunity to market WIP's products and workshops in the profitable local tourist market.



Above: Grace Osam-Pinanko manages the new Global Mamas store.

The spacious new store carries all of the Global Mamas product line and additional items produced by WIP batikers, seamstresses and apprentices. The store shares space with the well-known Cape Café, a popular eatery among tourists that is mentioned in major tour guides like *Lonely Planet* and *Bradt Guide to Ghana*.

The Kingsway store is the second Global Mamas location in Cape Coast. In August, WIP opened a smaller location in the Cape Coast Castle, one of the Central Region's most popular tourist locations. *Women in Progress*' new expanded offices are also now located behind the store.

Grace Osam-Pinanko, a new WIP employee, manages the store fulltime with the help of volunteers. The Global Mamas store is open 9 AM – 8 PM Monday through Friday, 10 AM – 8 PM on Saturdays and 12 PM – 4 PM on Sundays.

Below: The new Global Mamas Store is located in the heart of Cape Coast.



Words from the Global Mamas Esther Gypei-Garbrah My Redeemer Liveth Fashions



Esther Gabriel, owner of My Redeemer Liveth Fashions, has been able to expand her business and hire three new employees with the help of Women in Progress. To the customers who buy her Global Mamas products, she says:

"I thank them very, very much for helping the women entrepreneurs in Ghana, especially in Cape Coast. If it were not for their help, really our business would not be up our expectation, because we're always trying to do something better."

"The business here is not all that good. We have a lot of things in our shop and the customers here will not come for it. Business with Global Mamas is far better than with our regular customers in Ghana."

"I thank them very much, we love them, we appreciate all their kindness and I say God bless them all."

Our Mission



Women in Progress works to achieve economic independence of women at a grassroots level in Ghana through the sustainable growth of small women-owned businesses. *Women in Progress* believes that the best way to improve the standard of living for those in poverty is by introducing innovative solutions to expand women-owned businesses in order to generate new jobs and increase income levels.

Global Mamas
New Product

Wrap Pant

Our new women's pants wrap around the waist and tie in the front and back. 100% cotton, machine washable. One size fits sizes 6 – 10. Retail Price: \$28
Buy yours today at www.globalmamas.com



WIP Helps Global Mama Rita Cobbald To Open New Store

Rita Cobbald, 23, the youngest Global Mamas seamstress, opened her own store in October. The new Rita's Designs location stands on busy Master Sam Road, north of Cape Coast's Kotokuraba Market. The store has helped Rita gain more customers as well as increased confidence in her business.



"I am happy that I have my own store now," says Rita Cobbald, at work in her new location.

Before joining *Women in Progress* in May 2004, Rita worked out of her home. She had financial problems and found it hard to feel motivated. She later shared a small space with a friend. Rita then joined Global Mamas and saved enough money with her consistent profits to open the new store.

Rita says that her new store has more space and keeps her busy. "I feel more comfortable about the store because when I was in the house, sometimes you feel lazy because you are not doing anything," she says. "But when I came to the store, you always find yourself busy doing something."

"That is why I like the store," she says. "Because the place is more lovely, and we enjoy it. We don't have to stay in the house anymore."



Rita has been able to hire a new employee, take on an apprentice and pay off an old retail debt. Her next goal is to buy a new sewing machine.

Left: The new Rita's Designs location

Volunteer Highlight



Karlijn Krijnsman
Leiden,
The Netherlands

Théanne Boer
Utrecht,
The Netherlands

Filmmakers

Karlijn Krijnsman and Théanne Boer of The Netherlands arrived separately in Ghana in the fall of 2004. Both filmmakers worked together to produce high-quality videos to promote *Women in Progress* and Global Mamas.

Karlijn wrote and produced a video about the Global Mamas clothing line, which will be shown to customers at stores, festivals and other places where the clothing is sold. Karlijn's interviews with batikers and seamstresses tell the story about the women behind the Global Mamas clothing line. The video will help consumers better understand how their purchase will support the work and dignity of women in Ghana.

Théanne produced a longer video about *Women in Progress*' efforts in Cape Coast that will be used to educate donors and create awareness about WIP's programs. Her film will tell the full story about WIP members' lives, their struggles and their successes achieved with WIP's help. Théanne also produced short videos to advertise WIP's tourist experiences, including the batik workshop and fishing village tour. In addition, she produced footage clips of the batiking and tie-dying process. All of Théanne's videos can be seen on the Global Mamas web site, www.globalmamas.com.

Thank You to our contributors:

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VOLUNTEER OPPORTUNITIES

Women in Progress offers exciting volunteer and internship opportunities to qualified professionals and students from around the world.

Visit our web site to learn more about how you can gain international experience while making a real difference in the lives of African women.



www.womeninprogress.org